

LinkedIn Profile

Be sure your profile is complete but briefer than your resume. It should include the following:

- ❖ **Recent photo.** This should be a photo that is no older than 6 months and looks like you when you do business and interact professionally.
- ❖ **Vanity URL.** Create by using the Edit button to the right of your Public Profile URL from the Edit Profile view. It is the difference between using www.linkedin.com/in/yourname and www.linkedin.com/pub/yourname/123456789. Vanity URLs increase opportunities to connect with people that know you professionally and maximize your chances of being found.
- ❖ **Headline.** Use the edit button to the right of your name to edit your basic information. Be sure to consider a short phrase to sum up your professional identity.
- ❖ **Current employer.** Be sure when adding your current employer to the experience section that you use "Nebraska Vocational Rehabilitation" as your employer for the sake of continuity as well as maximizing your chances of being found.
- ❖ **The other stuff.** Include past employers if you wish, education and other relevant affiliations and information that is resume appropriate.

Do:

- ❖ Remember your LinkedIn profile will eventually become your brand. Your brand is equal to how you are perceived and you want positive qualities associated with your brand.
- ❖ Think of your account as an example to job seekers.
- ❖ Be professional, yet conversational in tone.
- ❖ Highlight the thing that sets you apart from others or that makes you unique.